

# Strathcona

Alberta, = Canada

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## Prairie Provinces Collection



# STRATHCONA

THE  
Railway, Industrial, Educational  
Centre of the Province

*The Home of Alberta's University*

Incorporated as a city in 1907 with a population of 2,500.  
Population in June, 1910, 6,500, with an assessment of  
\$7,000,000.

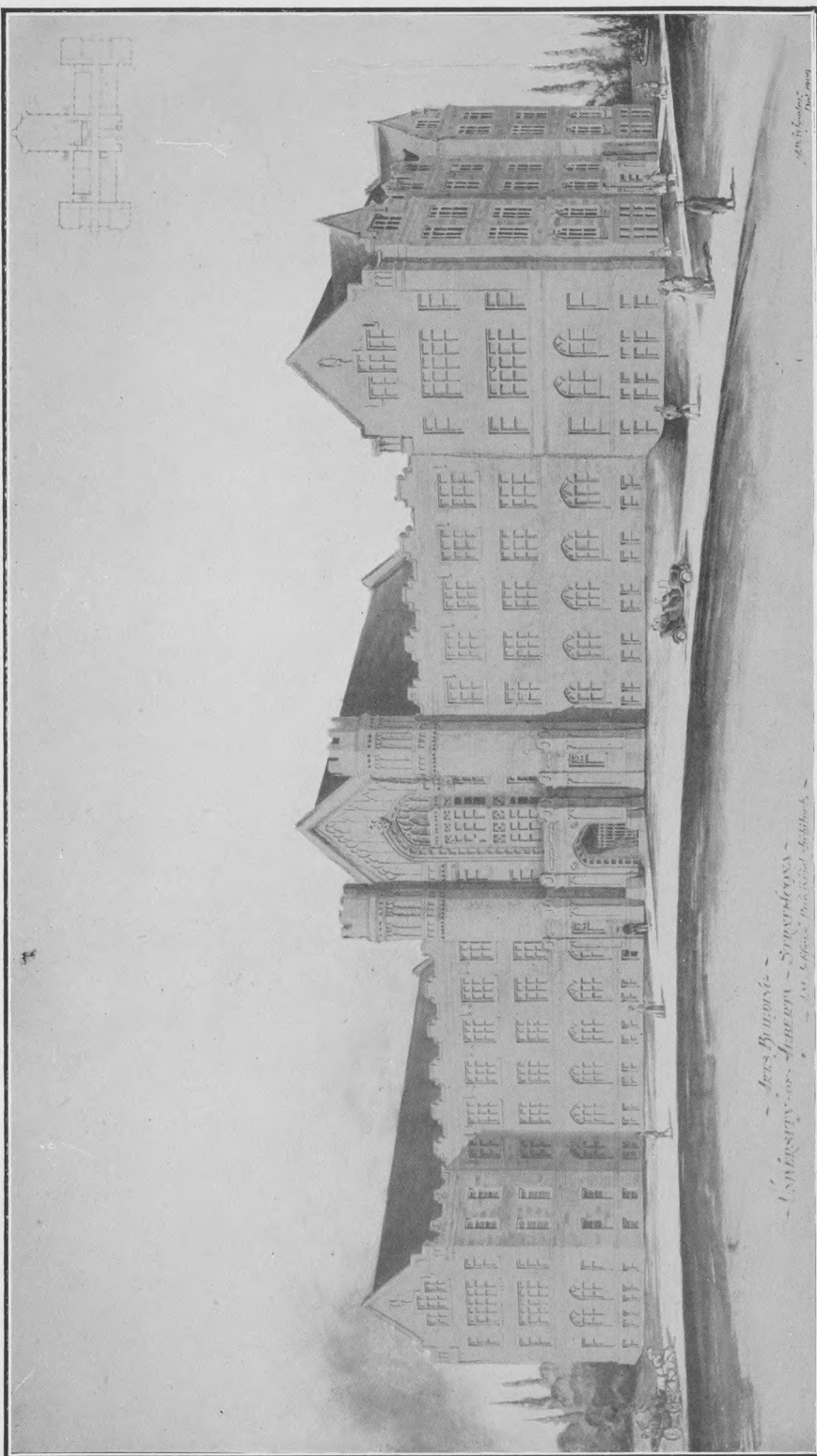
Strathcona's payroll is \$55,000 per month.  
Building permits for six months ending June, 1909, \$150,000  
Building permits for six months ending June, 1910, 950,000  
Civic improvements, 1909..... 156,000  
Civic improvements, 1910, estimated..... 3,000,000  
Manufactured products, 1909..... 250,000

Public buildings under construction, 1910—  
Post office..... \$75,000  
Armoury..... 20,000  
Fire Hall..... 15,000

Buildings on the University grounds under construction—  
Arts building..... \$500,000  
Dormitory building..... 100,000  
Alberta College (Methodist)..... 100,000  
Professors' residences..... 35,000

Private residences under construction..... 200,000  
The high level bridge over the Saskatchewan  
River..... 1,500,000

Strathcona has 25 acres municipally owned  
manufacturing sites.



Arts Building of the Provincial University



**T**HE City of Strathcona is situated on the South bank of the North Saskatchewan River, 35 miles south of the geographical centre of the Province, two miles from the City of Edmonton, the Capital of Alberta, with which she is connected by tramway; 200 miles from Calgary; 805 miles from Winnipeg.

The situation is such as to make the City of Strathcona not only the educational but the commercial centre of the province and in the near future one of the largest if not the largest city in Alberta.

### CLIMATE

The high altitude of Strathcona (2158 feet above sea level), together with the dry atmosphere, makes Strathcona not only extremely healthy notwithstanding the fact that the mercury sometimes falls to 35 and 40 below zero (even the cold is not felt as much as it is in damper climates). Nowhere east of the Rockies except in places where it is much too hot in summer is there as pleasant a winter climate as the Strathcona district.

The summers in Strathcona district are ideal; the rapid growth of vegetation (owing to the great length of days, the sun shining 18 hours a day at midsummer) and the copious though not excessive rains together with the marvellous richness of the soil, there takes place a rapidity of growth which can only be characterized as wonderful.

### RAILWAY AND DISTRIBUTING CENTRE

The transportation facilities of Strathcona are assured, having two transcontinental railways, the C.P.R. and C.N.R., besides being within three miles of a third—the G.T.P.; the two former making Strathcona their divisional and distributing point, serving a country 100 miles east and 2000 miles north.

These trunk lines are sending feeders in all directions and tapping the vast fertile lands of the Peace and Athabasca rivers, the coal and mineral resources of the West, and the oil bearing belt in the neighborhood of Fort McMurray.

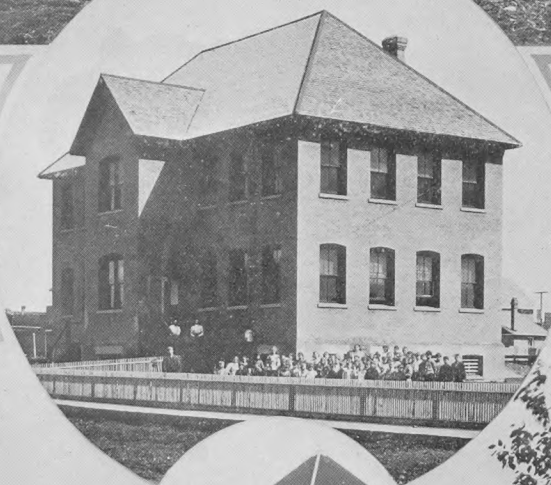
### EXTENSIVE COAL AREAS

are revealed by 15 mines in operation, two of which are in the city limits. Some idea of this industry may be gained from the fact that 200,000 tons of coal were shipped from this point since October 1st, 1909.

Good lignite coal costs the consumer \$4.00 per ton delivered, while good steam coal is delivered at the factory at \$1.50 per ton. The whole of the Strathcona district is underlaid with coal and the time is not very far distant when the coal industry will develop very rapidly at this point.

### LUMBER

The lumbering industry is in its infancy, but the cut in 1908 was 20,000,000. With the vast forests of spruce, tamarac and pine situated from 60 to 150 miles from Strathcona upon the head waters of the North Saskatchewan River, this industry will increase very rapidly. The poplar wood which a few years ago was only considered fit for fire wood, is fast becoming of commercial value for the manufacture of excelsior.



*Some Strathcona Schools*

## BRICK

Brick of the best quality is manufactured in the City of Strathcona, there being four brick yards in operation. All the brick buildings in this city and in the city of Edmonton are built of locally made brick which is pronounced by experts to be of the very best quality. Large quantities of marl, brick and fire clay are found in the district

## OPPORTUNITIES AND OPENINGS

There is not another city in Western Canada that can offer more advantages to the manufacturer than the city of Strathcona. Having first class railway facilities, low power and water rates, cheap fuel, and a vast country which is rich in minerals, oil, etc., being opened up to the north and west, which will in the near future be served by railways that are today making Strathcona their divisional and distributing point.

The city owns and operates its own electric light and water system, the plant being the most up-to-date that money can procure.

The electric light is produced by two engines having a combined capacity of 450 horse power and two C. T. E. generators, having a capacity of 270 kilowatt hours.

Few cities in Western Canada are today supplying light and power at a cheaper rate to their customers than the city of Strathcona. Light being  $12\frac{1}{2}$  cents with a 20% reduction for prompt payment and power from four cents to twelve, according to the amount consumed. The city is lighted by 72 arc lamps, each being 1200 candle power. The city water supply is obtained from wells sunk below the level of the river bed, thus forming a perfect filter system, doing away with the danger of pollution entirely. The water is pumped into a tank in the centre of the city having a capacity of 150,000 gallons, giving an ordinary pressure of forty pounds which can be greatly increased in case of fire by direct pressure from the pumps to the mains.

The pumps used are two steam and two deep well pumps with a capacity of 1500 gallons per minute, as well as a centrifugal electric pump used in case of low water in the river.

Strathcona has a very efficient fire brigade consisting of 22 volunteer firemen, two teamsters and a chief. The equipment consists of 4500 feet of hose, one single cylinder chemical engine, one gasoline pump engine, hook and ladder outfit. The new fire ball will be equipped with all the modern conveniences and accommodation for all the firemen.

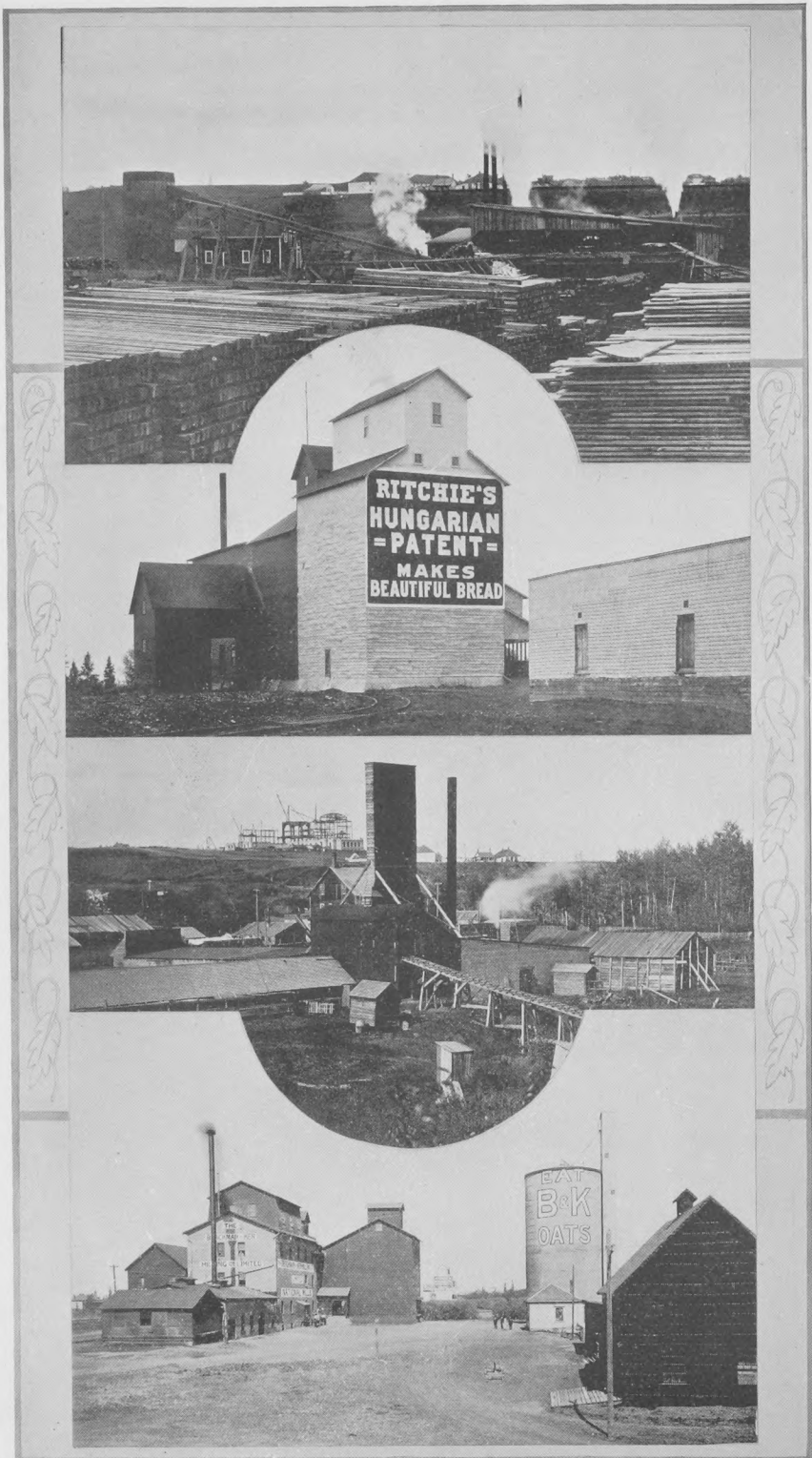
There are seventeen fire alarm boxes located in various parts of the city.

Among the most noticeable improvements in the city are: City hall; three miles granolithic side walks; six blocks of bitulithic pavements; 25 miles plank side walk; 15 miles sewer and water mains; three miles of tramway lines in operation, 40 miles graded streets.

The Strowger automatic telephone service was installed in the city by the Provincial government, giving Strathcona telephone connections with Macleod in the south and Lloydminster in the east, and Stony Plain in the west, the city of Edmonton having installed the same system, the cities are in the closest touch to their mutual advantage.

This year the city contemplates spending upwards of \$250,000 upon civic improvements, the most noticeable of which will be a high level bridge over Mill creek to the east of the city. Completion of the fire hall, bitulithic pavement, granolithic sidewalks and boulevards.





*A Few of Strathcona's Industries*

The banking business is carried on by three banks, viz: Imperial, Commerce and Dominion. Both the Imperial and Bank of Commerce own their own buildings which are of solid brick and stone, and are of very imposing appearance.

During the last three months the banking business has increased fifty per cent., with the prospect of increasing as much again during the next three.

The Post Office returns show a wonderful increase during the last three months. So great has been development in the Post Office business of this city that the Dominion Government have procured a very central site and have commenced the erection of a \$75,000 building.

Another building that will be erected by the Dominion Government at this point is a \$20,000 armory. By so doing Strathcona is made headquarters for the 19th Alberta Mounted Rifles.

Although there is only a small territory tributary to this city on account of its close proximity to Edmonton, the Custom house clearings for the last three months show a total of over \$12,500 for the last three months.

Some idea of the amount of business done in the city may be learned from the fact that in the neighborhood of 2,500 carloads of freight are imported and exported from this point per month. Over 8,000 people and 400 carloads of effects arrived in Strathcona in 1909.

Strathcona has at present three passenger trains arriving and departing daily and shortly will have a fourth.

## INDUSTRIES

Some few of the more important industries in the city that are worthy of special notice are:

Four packing plants employing in the neighborhood of 100 men having a capacity of 1,000 hogs and 200 cattle per day.

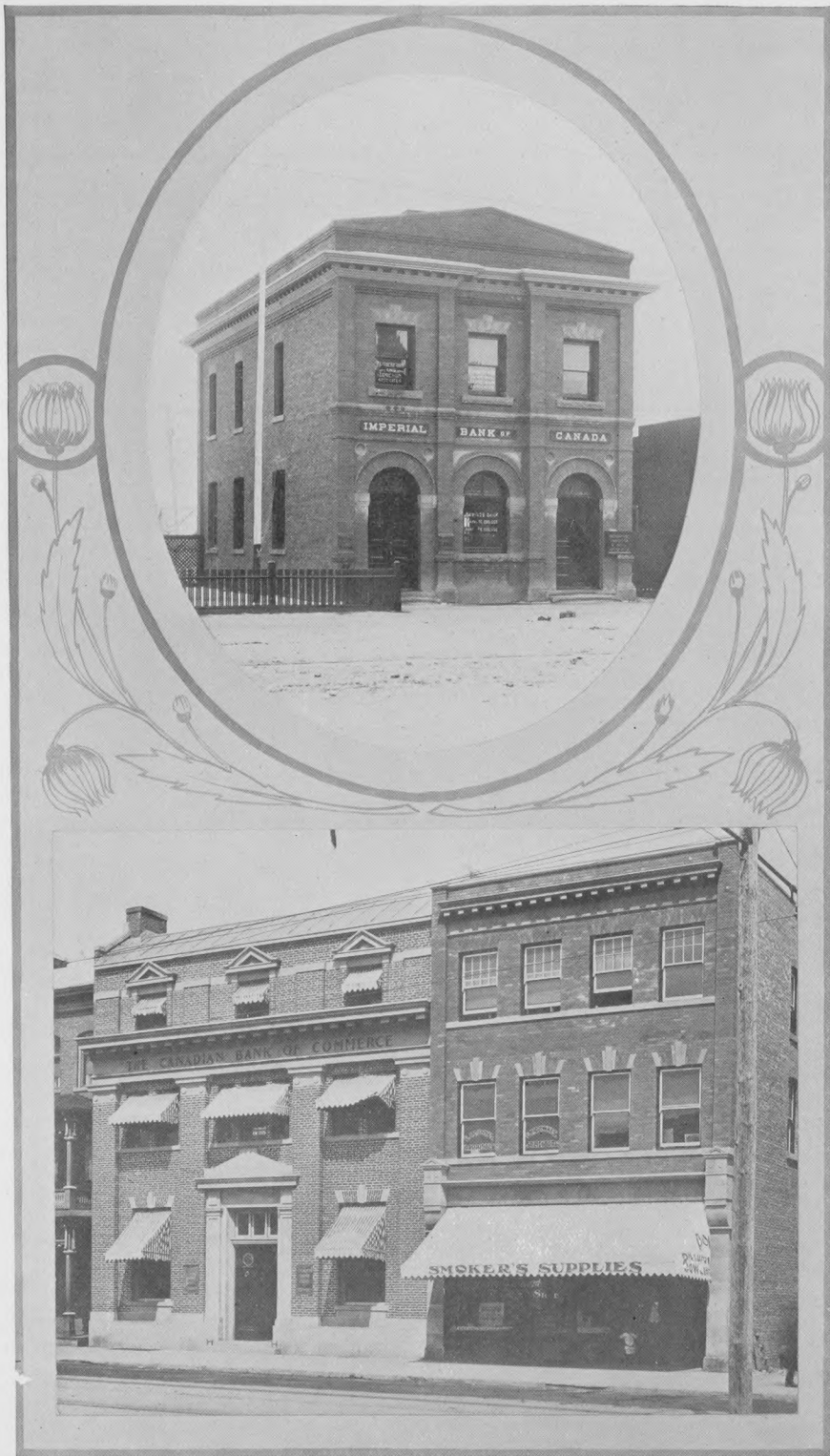
The rolled oat mills of the B. & K. are one of the chief land marks of the city and the farmer is always sure of getting a good price for his oats which, when converted into oat meal or rolled oats in Strathcona are shipped to all parts of Canada and the Old Country.

The Ritchie flour mill is another of the manufactories that sends its products such as flour, wheat-cereal, flaked wheat to all parts of the province and likewise insures a good market for all wheat grown in this part of Alberta.

The Strathcona Brewing and Malting Company have during the last year made some very extensive additions to their plant and now have a capacity of over 100 barrels per day having all the latest improvements and their brewery is the most up-to-date in Western Canada. The supply from this brewery does not equal the demand and the company will shortly have to make some very extensive additions to their already large plant.

Another large industry is the manufacture of sashes and doors which gives employment to a large number of men all the year round. The one factory in Strathcona is a three-storey building fitted with all the modern appliances but this factory is unable to supply the demand. There is room for at least one more large factory of the same kind.

The Strathcona foundry is as yet in its infancy and will grow with the needs of the country; the company are contemplating making very extensive changes and improvements to meet the ever increasing demand on their present limited plant.



*Two of Strathcona's Banks*



What will in the near future be one of the most important industries in the City of Strathcona is the manufacture of sewer tile and fire brick. A company having a capital of \$350,000 have secured a tract of land having first class railway facilities within the limits of the City; and after very extensive and thorough tests have proved without doubt that the clay is second to none in Canada for the manufacture of sewer tile, etc. At present the company have scarcely passed the preliminary stage but in the near future will be employing a large number of hands and will rank as one of Strathcona's many industrial institutions.

Beside these industries there are two saw mills which handle in the neighborhood of 20,000,000 feet in the season; four brick yards; tannery, and two coal mines within the city limits.

## SUMMER RESORTS AND PARKS

☞ The city of Strathcona is exceptionally well situated as to summer resorts being within easy reach of three of the finest lakes in the west, viz.:

Cooking Lake situated 20 miles south-east of Strathcona on the Grand Trunk Pacific railway; Gull Lake situated 66 miles south near the Canadian Pacific railway and Wabamun Lake situated 40 miles west of the city on the Canadian Northern railway. All these lakes abound with fish and boating and bathing may be indulged in with the utmost security.

☞ Nor is the city behind in the matter of parks. The city council foreseeing the growth of the city purchased 22 acres of land on the banks of the river and have transformed it into one of the finest parks in the west and have procured a pair of moose as a nucleus of the collection of large game native to the country. Besides this there are several smaller parks in different parts of the city which have been donated by philanthropic citizens.

## EDUCATIONAL ADVANTAGES

The educational advantages of the City of Strathcona are second to none in Western Canada, being the home of the Provincial University with its affiliated colleges. The University authorities have begun the erection of the first permanent building, being part of a well thought out University scheme. The grounds comprise 252 acres of land beautifully situated on the south bank of the North Saskatchewan River overlooking the Parliament Buildings on the north bank. This property was bought in 1908 at the cost of \$150,000. The Arts Building, now under construction will cost \$500,000 when completed. The dormitory building which is likewise under construction will cost \$100,000. The Alberta College (Methodist) which is also under construction on the University grounds will cost when completed over \$100,000. The Presbyterian synod held in Edmonton in April, 1910, passed a strong resolution recommending the erection of a Presbyterian theological college here to be affiliated with the University. The University classes are held at present in the collegiate institute, a magnificent building costing \$100,000 fully equipped. The Roman Catholics have purchased 10 acres of land on the east side of the city and will at once commence the erection of a seminary at the cost of \$35,000.



The city schools would do credit to a city twice the size and are all equipped fully so that students may pass from the lowest to the highest standards without leaving the city. This year so great has been the increase in population that the school board find that they are cramped for room and are building two more schools (making six in all) to further the interests of education in this city.

Nor are the city churches behind the schools in advancement and progress, all denominations being housed in commodious brick or frame buildings.

## AGRICULTURAL ADVANTAGES

The City of Strathcona is situated in the center of one of the best mixed farming districts in Alberta, and the ever increasing population of the cities of Strathcona and Edmonton insures a ready market for all farm products. The soil is a rich black loam averaging from 12 to 24 inches deep with a clay subsoil, thus ensuring a fair average crop in the driest seasons. The country is rolling and dotted here and there with clumps of poplar trees giving the whole the appearance of a vast natural park. Good water is obtained from wells averaging from 25 to 40 feet deep.

Wheat, barley and oats do well in the Strathcona District as the following figures will show, which are compiled by the Alberta Government from threshers' reports

	ACRES	BUSHEL
Spring wheat.....	11,412	225,898
Fall wheat.....	743	11,064
Oats.....	44,748	1,690,285
Barley.....	11,707	288,929

Besides these crops there were a considerable number of acres of green feed of which no account was kept. Last year the exhibits of grain from Strathcona took 6 first prizes out of seven entries at the New Westminster fair. Flax does well in the district as also do timothy and brome grass, alfalfa, alsaac and red clovers.

Hog and poultry raising are attended with marked success as may be seen from the fact that one farmer cleared \$1,450 from his hogs in a single year.

All kinds of small fruit and garden stuffs do well in the Strathcona district. Potatoes are an excellent crop averaging over 500 bushels per acre.

Wild fruits, such as cranberries, saskatoons, gosse berries and strawberries are found in all parts of the district.

Apples of a hardy variety have been grown and matured in this district but as yet apple cultivation is only in the experimental stage.

The great profusion of wild flowers growing everywhere in the country makes bee-raising an easy and profitable occupation.

Ranching is carried on extensively in some parts of the district. Wild hay is everywhere plentiful and in the more sparsely settled parts plenty of range may be had. Horses, cattle and sheep need be housed and fed for about three months, although some farmers leave their cattle out all winter and state that they are in better condition than those that have been housed. The country is well watered and free from those diseases which often visit stock countries.

The price of land varies as to locality and distance from railway, the average price of wild land being from \$10 to \$15 per acre; cultivated land from \$20 to \$65 per acre.



MAP

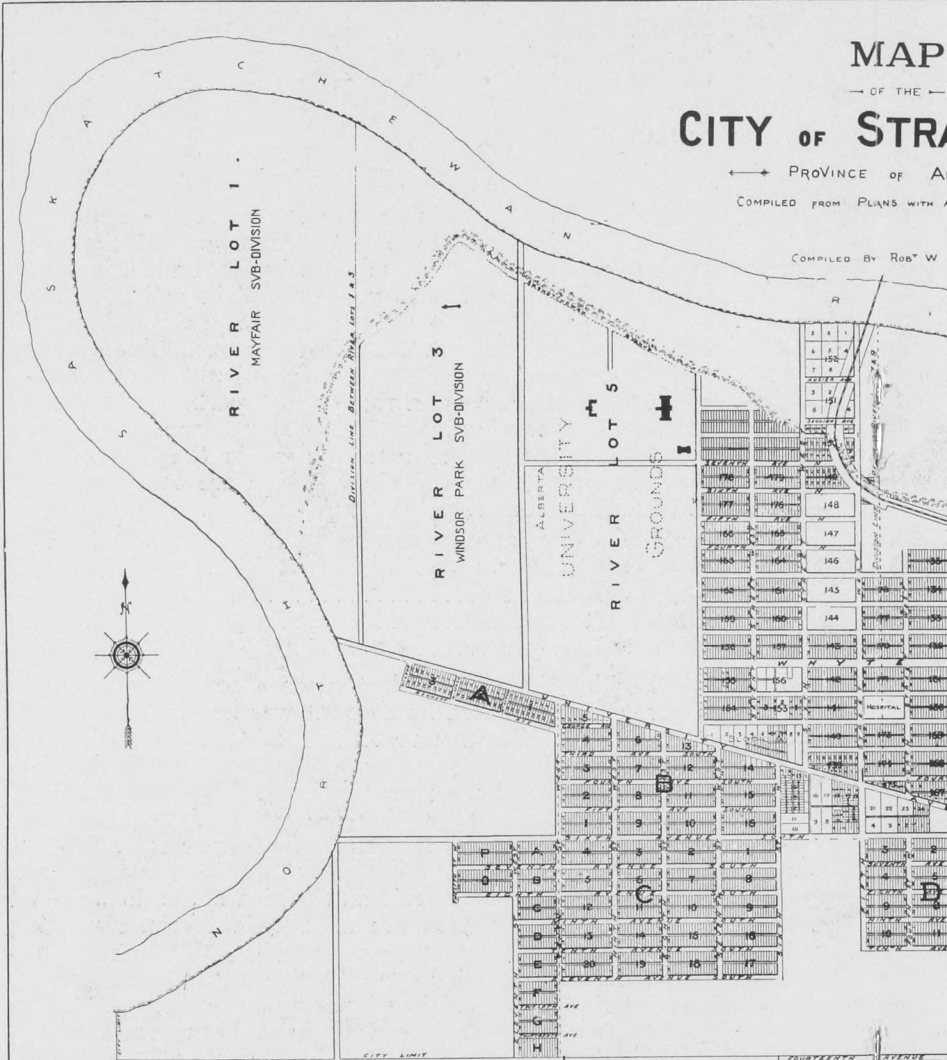
OF THE

CITY OF STRATHMORE

PROVINCE OF ALBERTA

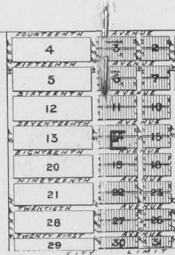
COMPILED FROM PLANS WITH A

COMPILED BY ROBT W



— KEY TO SUBDIVISIONS —

A	Huberts	G	Jovene	M	Shelburne
B	Strathcona Place	H	Richmond Park	N	Huberford
C	Beau Park	I	Rosedale	O	Brackman-Her
D	Parkdale	J	Hazeldean		
E	Martin	K	River Heights		
F	Attendale	L	Vogel		

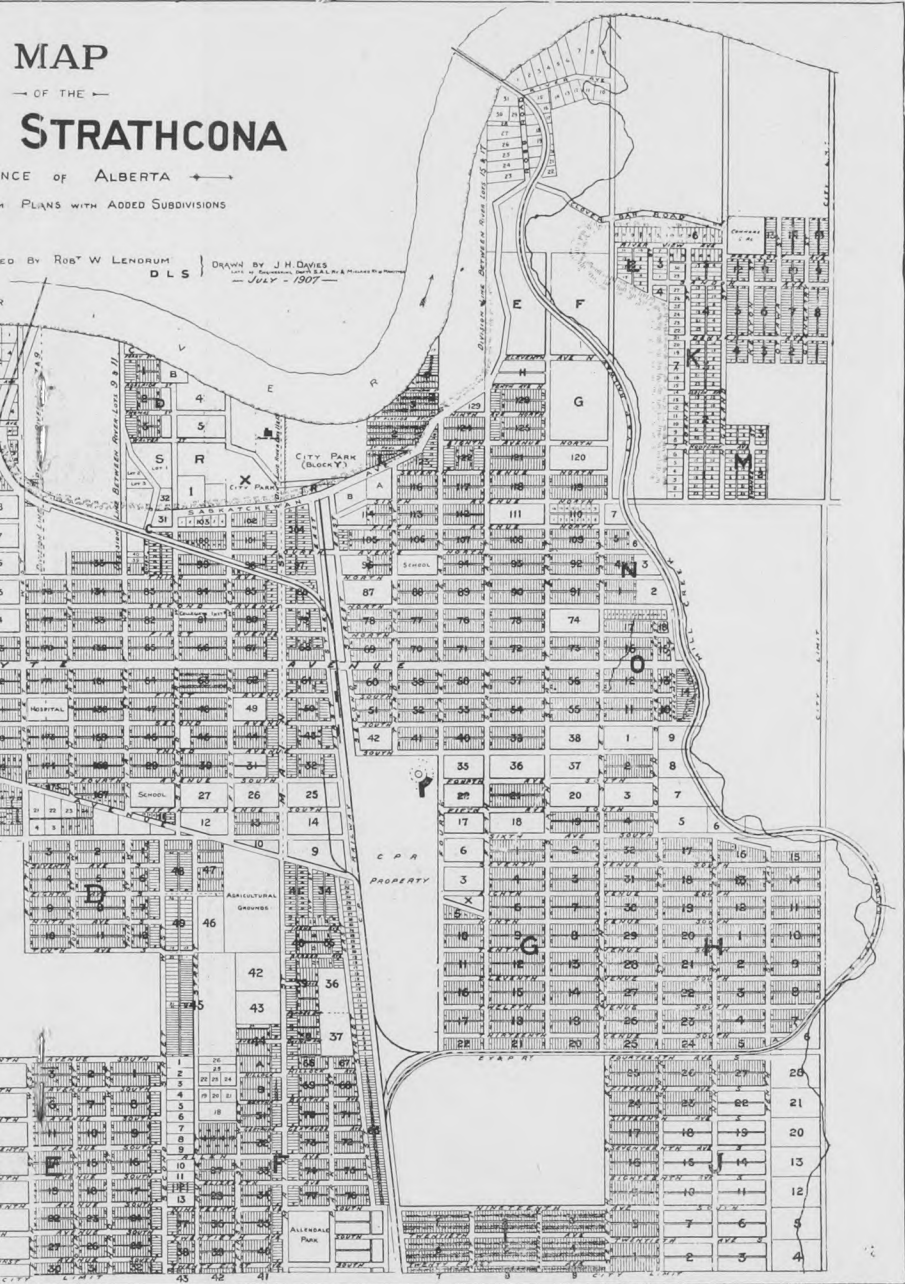


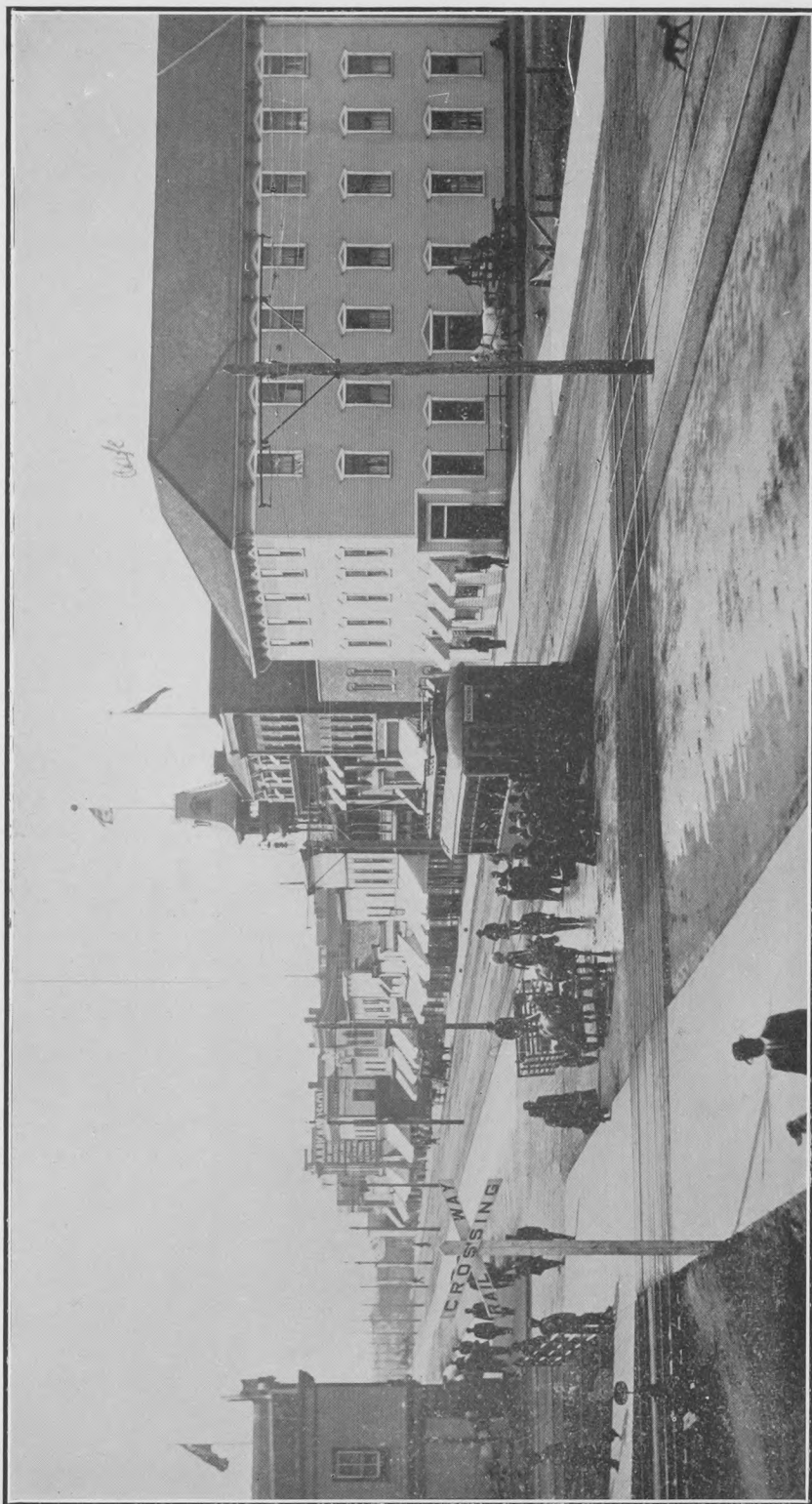
MAP  
— OF THE —  
**STRATHCONA**

CITY OF ALBERTA

PLANS WITH ADDED SUBDIVISIONS

DESIGNED BY ROB'T W LENDRUM  
DLS  
DRAWN BY J.H. DAVIES  
JULY - 1907





*Whyte Avenue Looking West*

"As long as the west is blessed with winter frosts and summer irans," says Professor Macoun, "so long will teeming crops be the product of her soil."

The same authority makes the following statement:

"The chief nutriments are first nitrogen then potash and phosphoric acid, which predominates; but what is of peculiar importance is the lime contained in the soil whereby the nitrogen is set free and ready to be absorbed by vegetable organisms. The latter property is defective in many soils and where it is found defective recourse must be had to artificial means by putting lime or marl upon the same.

From this analysis there is no doubt that to the farmer who desires to select for his future home a country which has the most productive soil and promises the richest harvest no country in the world offers greater attractions than the Strathcona District of SUNNY ALBERTA.

## HOMESTEADS

In the Strathcona district there are some homesteads still available, they are 60 or 70 miles from the city and 30 or 40 miles from a railroad, but the building of projected railroads will bring many of them nearer the rail in the next two or three years.

A synopsis of the Canadian regulations regarding homesteads is as follows:

Any person who is the sole head of a family, or any male over 18 years old, may homestead a quarter-section of available Dominion land in Manitoba, Saskatchewan or Alberta. The applicant must appear in person at the Dominion Lands Agency or Sub-Agency for the district. Entry by proxy may be made at any agency on certain conditions, by father, mother, son, daughter, brother or sister of intending homesteader.

Duties—Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 acres solely owned and occupied by him or by his father, mother, son, daughter, brother or sister.

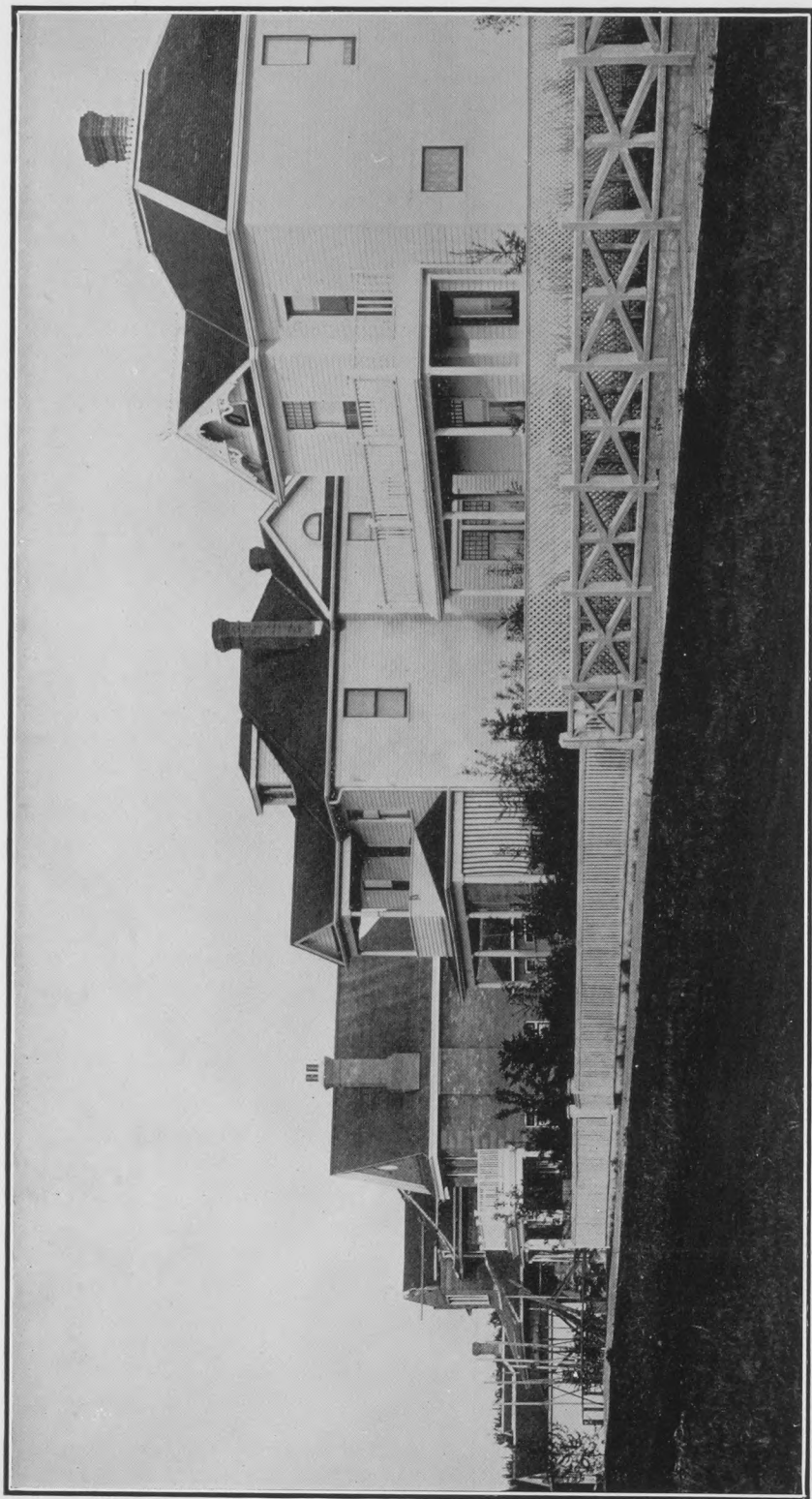
In certain districts a homesteader in good standing may pre-empt a quarter-section alongside his homestead. Price \$3.00 per acre. Duties—Must reside six months in each of six years from date of homestead entry (including the one required to earn homestead patent) and cultivate fifty acres extra.

A homesteader who has exhausted his homestead right and cannot obtain a pre-emption may take a purchased homestead in certain districts. Price \$3.00 per acre. Duties—Must reside six months in each of three years, cultivate fifty acres and erect a house worth \$300.00.

## CUSTOMS REGULATIONS FOR THE SETTLER

The Customs tariff provides for the free entry of settlers' effects as follows, it being understood that "live stock for the farm" means not more than 16 head:





*Saskatchewan Avenue Looking East*

Clause 705—Wearing apparel, books, usual and reasonable household furniture and other household effects; instruments and tools of trade, occupation or employment, guns, musical instruments, domestic sewing machines, typewriters, bicycles, carts, wagons and other highway vehicles, agricultural implements and live stock for the farm, not to include live stock or articles for sale, or for use as a contractor's outfit, nor vehicles nor implements moved by mechanical power, nor machinery for use in any manufacturing establishment; all the foregoing if actually owned abroad by the settler for at least six months before his removal to Canada and subject to the regulations prescribed by the Minister of Customs; Provided that any dutiable article entered as settlers' effects may not be so entered unless brought by the settler on his first arrival and shall not be sold or otherwise disposed of without payment of duty until after twelve months' actual use in Canada.

## PRICES OF AGRICULTURAL IMPLEMENTS

The following is the average price for the following articles at Strathcona:

Farm wagon, complete.....	\$ 77.00
22 Shoe Drills.....	130.00
6 ft. Binder, complete.....	160.00
6 Section Harrows, complete.....	30.00
5 ft. Mower.....	61.00
12 ft. Self Dump Rake.....	40.00
Combined Breaking and Stubble Plow.....	29.00
Two Furrow Gang Plows.....	65.00
Fanning Mills.....	33.00

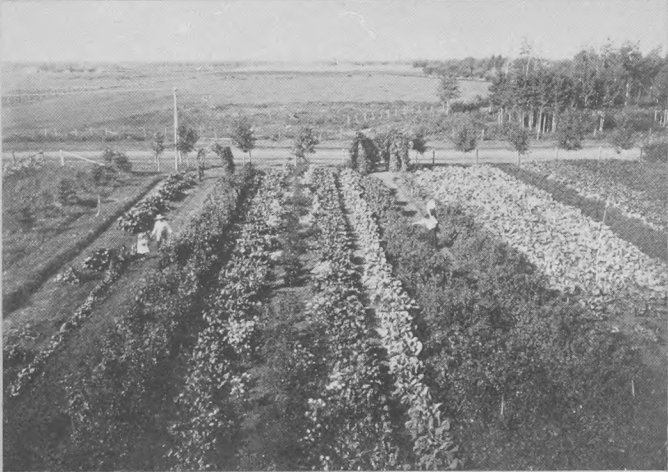
## PRICES OF LUMBER

Dimension, per thousand.....	25.00
No. 1 Boards per thousand.....	25.00
No. 2 Boards per thousand.....	18.00
Clear XXX Cedar Shingles per thousand.....	3.50

The settler who is shipping his effects should see that his car and ticket read to Strathcona, as the rates from Eastern Canada are the same to Strathcona as to Edmonton or Calgary.

## SCALE OF WAGES PAID IN STRATHCONA

Store clerks \$50 to \$75 per month; bookkeepers \$75 to \$125 per month; stenographers \$25 to \$50 per month; electric line men \$2.50 per day; carpenters 42 cents per hour; painters 50 cents per hour; brick layers 60 cents per hour; plumbers 25 to 60 cents per hour; laborers 27½ cents per hour; mill hands 25 cents per hour; mechanics \$50 to \$100 per month; teamsters \$2 per day; farm hands \$25 to \$45 per month; railway laborers \$1.75 per day; domestic servants \$10 to \$25 per month; trained nurses \$15 to \$25 per week; house rent \$5 to \$50 per month; board and room from \$1 to \$3 per day; rooms \$1.25 to \$2.50 per week.



## FACTS ABOUT THE CITY OF STRATHCONA

Strathcona was incorporated as a city in 1907.

Strathcona owns and operates its own waterworks, electric light and power plants.

Strathcona has an up-to-date fire fighting equipment.

Strathcona has the Strowger Automatic Telephone system.

Strathcona has a pay roll of \$55,000 per month.

Strathcona is the fourth largest city in Alberta.

Strathcona has flour and oat meal mills.

Strathcona has an up-to-date iron foundry and machine works.

Strathcona has a large, well equipped brewery.

Strathcona has an elevator capacity of 205,000 bushels.

Strathcona has three wholesale meat and packing plants.

Strathcona is the divisional point for the Canadian Pacific Railway and for the Canadian Northern Railway for all points south of the Northern Saskatchewan River.

Strathcona has TWENTY-FIVE ACRES OF MUNICIPALLY-OWNED MANUFACTURING SITES.

Strathcona has an elevation of 2158 feet above sea level.

Strathcona has one semi-weekly paper.

Strathcona has a semi-weekly market.

Strathcona has one of the finest natural parks in the West.

Strathcona is the centre of the best mixed farming district in Alberta.

Strathcona has an assessment of \$7,000,000.

Strathcona has the most reasonable living prices in the West.

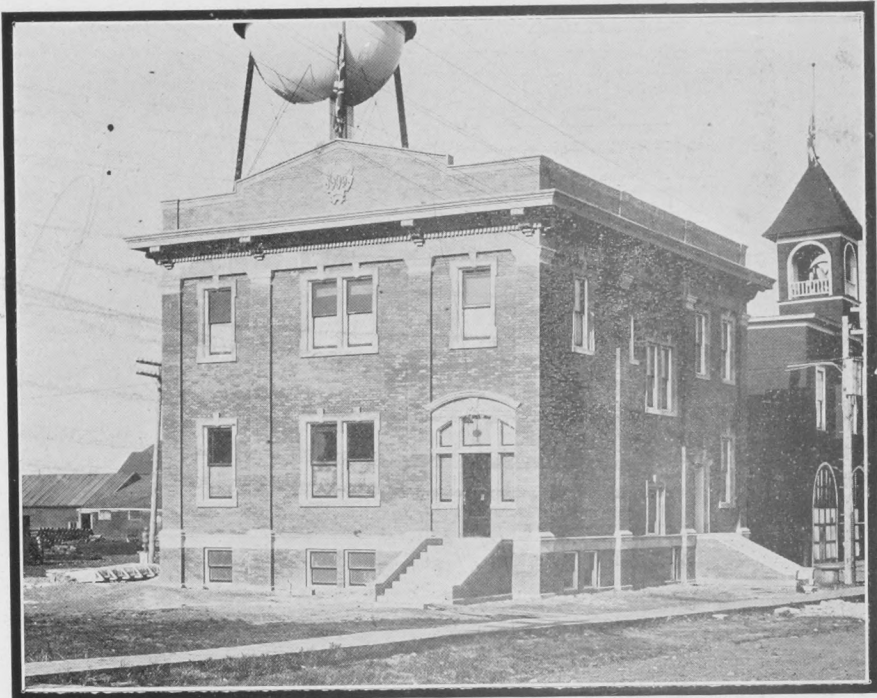
Strathcona is the COMMERCIAL, RAILWAY AND EDUCATIONAL CENTRE of the Province of Alberta.

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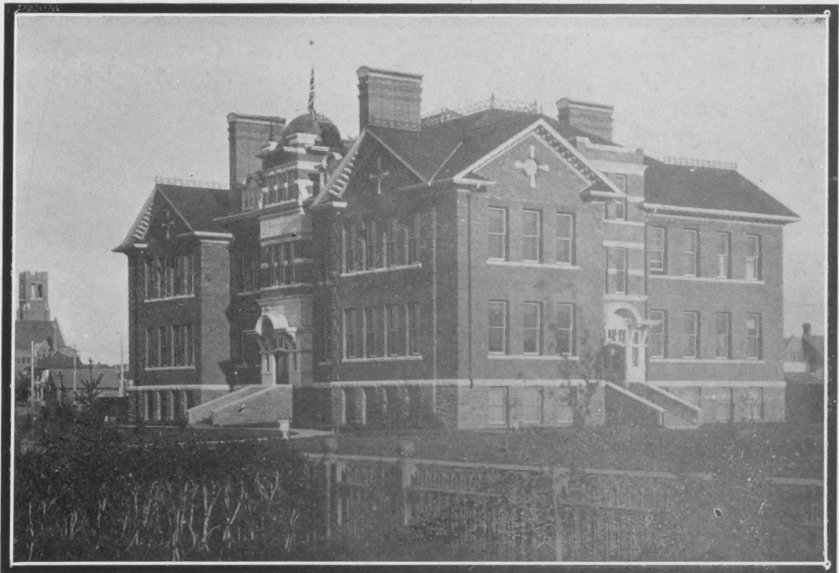
**For further information about Strathcona and District  
apply to Secretary of Board of Trade.**



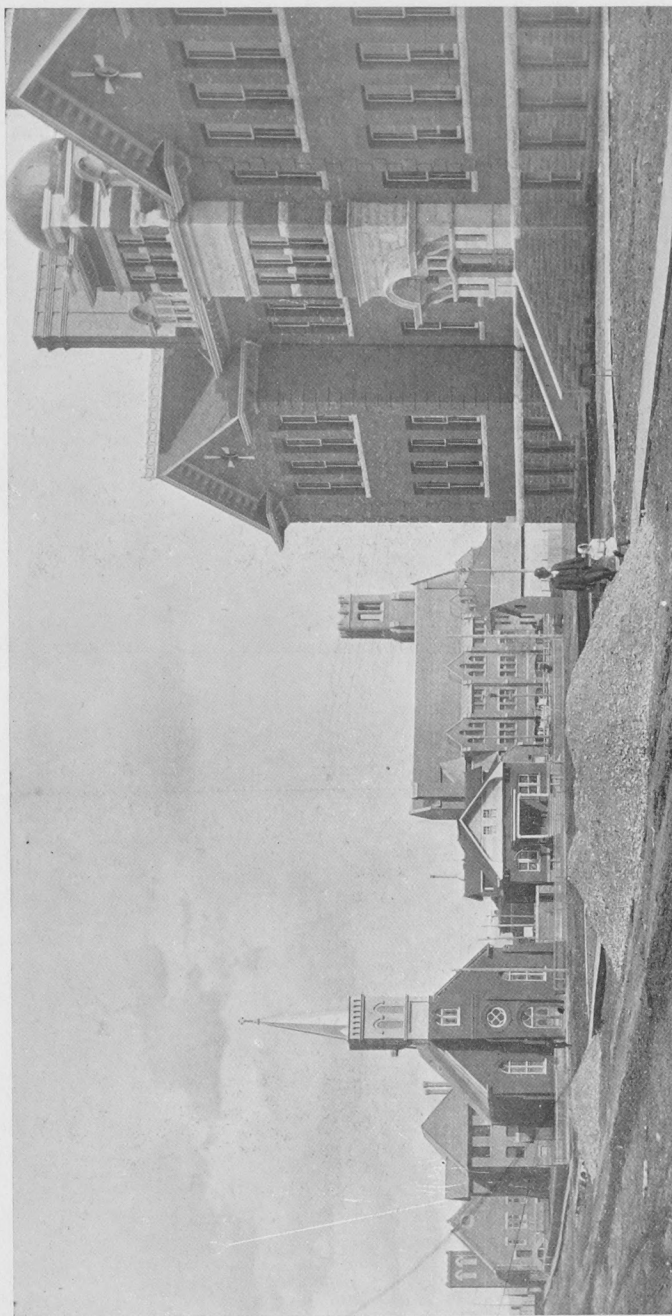




*City Hall*



*Collegiate Institute*



*Some of Strathcona's Churches*



*Knox Presbyterian Church*



*Metropolitan Methodist Church*





*C. P. R. Depot, Strathcona.*

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